

Flipping & Reselling for Profit — Workbook

This workbook turns the course into the actual decisions, checklists, and spreadsheets you will use to build a reselling income. Each section maps to a course module: understanding how flips really make money, sourcing undervalued inventory with a system, listing items so they sell, and running the shipping, service, and bookkeeping behind it. Work through it in order, fill in the included trackers with real numbers, and refuse to skip the profit math before you buy. Nothing here is financial or legal advice; it is an educational framework, and deciding an item fails the numbers and leaving it on the shelf is a successful outcome, not a missed opportunity.

How Flipping Actually Makes Money

Make sure you can run the full profit equation and read sold comps before you ever pay for inventory.

Exercise: Run the Profit Equation in Your Own Words

Without copying the course, answer each prompt in one or two plain sentences. If you cannot answer clearly, re-read Module 1 before sourcing anything.

- Name the five parts of the profit equation and explain why the sale price alone is misleading.
- Why does shipping cost decide whether two items at the same sale price pay very differently?
- What is a sold comp, and why are asking prices a poor guide to value?
- What is sell-through rate, and how do you judge it quickly with the eBay Sold filter?

Worksheet: Comp and Profit Check on a Real Item

Pick one item you have actually seen for sale secondhand. Look it up with the eBay Sold filter and fill in each figure to feel how fees and shipping shrink the take-home.

Item (brand, model, size, condition)

Realistic sold price (middle of recent sold comps, not the highest)

Platform fee (for example, eBay about 13.25 percent plus 0.30 dollars)

Estimated shipping cost (weight and size based, at discounted rates)

Your cost of goods (the shelf or buy price)

Net profit (sold price minus fee, shipping, cost, and supplies)

Buy-to-sell multiple (sold price divided by cost of goods)

Checklist: Profit-Math Readiness Check

- I can run the full profit equation from memory before I buy an item
- I always check sold comps, not asking prices, and use the realistic middle
- I check sell-through to confirm the item actually sells, not just lists high
- I know the fee model of at least eBay, Poshmark, and Mercari
- I estimate shipping by weight and size before deciding to buy

Sourcing Undervalued Inventory

Turn sourcing into a planned route with a fast in-aisle decision, focused on categories you understand.

Worksheet: Build Your Sourcing Route and Saved Searches

Plan where you will source instead of wandering. Fill in your local venues and their restock days, and the online alerts you will set, then keep this as your weekly plan.

Thrift stores in range and their known restock or sale days

Estate and garage sale sources (sites, apps, or local listings to watch)

Marketplace saved searches set (brands and categories, on which apps)

Planned route or loop and the day or days you will source

Target number of fee-clearing flips per sourcing trip

Cash and small bills to carry for negotiating

Exercise: Practice the In-Aisle Scan Decision

On your next sourcing trip, pick three real items and run the full checklist on each. Write your reasoning so the decision becomes fast and objective over time.

- How did you identify each item (tag and model, or Google Lens), and what is it exactly?

- What did the eBay Sold filter show as the realistic middle price for that condition?

- What flaws or authenticity concerns did you find on close inspection?

- What was your estimated profit and multiple, and did you buy or pass and why?

Checklist: Category Focus and Avoid List

- I have chosen two or three beginner-friendly categories I can comp quickly
- I can identify the brands and tells in my chosen categories on sight
- I will avoid bulky furniture and fragile glassware unless selling locally
- I will not buy items I cannot test, especially used electronics with no power
- I have skimmed the prohibited and restricted items policies for my platforms
- I will pass on suspected counterfeits rather than risk an account suspension

Listing Items That Sell

Photograph honestly, write findable and complete listings, and price from comps with offers and timing.

Worksheet: Set Up Your Photo Station and Shot List

Build a small repeatable studio so photographing an item takes minutes. Confirm each element and write your standard shot list to repeat on every item.

Light source (window daylight or clip light) and time of day that works

Clean background used (white foam board, neutral wall, or sheet)

Phone stand or tripod and any bounce board for fill light

Standard shot list (main, brand and label, all angles, flaws, scale)

How clothing will be shown (flat lay, hanger, or dress form)

Where photos are stored and named so listings are fast to build

Exercise: Write a Findable Listing

Take one item you will sell and draft its full listing now. Lead with the words a buyer would actually search and fill in every detail that prevents a question or a return.

- Write a keyword-rich title with brand, model, size, color, material, and style, using the full character allowance.
 - List the item specifics you will fill in (brand, size, color, type, condition) from the tag and your measurements.
 - Write the description: exact measurements, material and care, condition and flaws, what is included, and how it ships.
 - From sold comps, set your list price and decide whether to enable Best Offer and at what minimum you will accept.
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Checklist: Listing Quality and Sales-Tool Checklist

- Photos are bright, clean-background, and show every flaw honestly
- The title leads with brand and model and uses real search keywords, not filler
- Every relevant item specific is filled in, not left blank
- Real measurements are included for clothing and sized items
- Best Offer or offers are enabled where it widens the buyer pool
- I will send offers to watchers or likers and refresh stale listings after a few weeks

Shipping, Operations, and Scaling

Ship cheaply and safely, handle buyers and problems calmly, and track cost, fees, and profit per item.

Worksheet: Stock Your Shipping Station

Set up one organized spot so packing an order takes minutes and costs as little as possible. Confirm each supply and your label and pickup method.

Polymailers (sizes on hand) and box sizes for rigid or fragile items

Cushioning supplies (bubble wrap, recycled paper) and packing tape

Scale for accurate weight and a way to measure dimensions

Discounted postage source (platform labels, Pirate Ship, or similar)

Label printing method (thermal printer or plain paper and tape)

Carrier pickup or drop-off plan and target days-to-ship

Exercise: Plan Your Buyer and Problem Response

Decide how you will handle service and the occasional problem before one happens, so your responses protect your rating. Write your standard approach for each prompt.

- How fast will you reply to buyer messages, and what tone will you keep?
 - If you miss a flaw in a photo, what will you offer (partial refund or return) to avoid a dispute?
 - What is your rule for accepting returns and relisting versus contesting a claim?
 - What records (shipping photos, messages) will you keep, and why only communicate on-platform?
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Checklist: Bookkeeping and Scaling Readiness

- I log every purchase with item, cost, date, and source
- I record every sale with platform, price, fees, shipping, and net profit
- I review monthly which categories and venues pay best and how fast items turn
- I reinvest most early profit into more good-margin inventory
- I keep receipts and records of fees, supplies, and mileage for taxes
- I set aside a portion of profit for taxes and will consult a local pro as I scale

Your Action Plan

1. Learn the eBay Sold filter and Google Lens, and practice valuing ten random secondhand items from sold comps.
2. Write your buy-to-sell multiple and minimum-profit thresholds, and commit to passing on any item that fails them.
3. Choose two or three beginner-friendly categories you can comp quickly, and write a short list of items you will never buy.
4. Plan a sourcing route with local venues and their restock days, and set marketplace saved searches for your brands.
5. On your first trip, run the in-aisle scan checklist on every promising item and buy only flips that clear your numbers.

6. Build a small photo station and shoot each item with the standard shot list, including honest photos of every flaw.
7. List items with keyword-rich titles, complete item specifics, real measurements, and prices set from the realistic sold middle.
8. Enable offers, send offers to watchers and likers, and use platform tools to move anything that stalls.
9. Set up a shipping station, buy discounted postage, and pack right-sized so items arrive intact at the lowest cost.
10. Track cost, fees, and profit for every item, review monthly, reinvest into inventory, and set aside profit for taxes.

